

City of Greensboro, NC Contracting Division



Request for Proposals for Arts Master Plan

Event Number: 8574

Commodity Codes: 918, 952

PART I. SPECIFICATIONS

A. SPECIFICATIONS

1. **Arts Master Plan Program Overview**

Greensboro is home to a multitude of arts organizations and programs that are engaged in support of the arts in our vibrant community. The City of Greensboro, community nonprofit organizations, and local businesses financially support over 50 arts organizations, programs and projects annually. These organizations and programs have a significant social and economic impact on our community. A national study indicated that our community nonprofit arts and culture industry generates in excess of \$118 million in annual economic activity.

Mayor Nancy Vaughan and City Council recently created a task force to examine the financial needs and sustainability of local arts groups. The task force is comprised of members from the arts community, and city and community leaders. It was recommended that the funding include an Arts Stabilization Fund to ensure that existing professional arts organizations in Greensboro could continue to thrive and not be adversely impacted by the intensive fundraising for and operating of the Performing Arts Center.

The Greensboro arts community and agencies support a myriad of arts programs and activities in Greensboro including the 17Days Arts & Culture Festival, National Folk Festival, the New Van Dyke Performance space, Levitt AMP Greensboro Music Series, the historic Carolina Theatre, Center City's Cultural Arts Center, produced the City Stage Festival and operates multiple arts facilities. The programs provide opportunities for emerging artists of all ages and abilities through educational programs, exhibition and performance space, classes and financial support.

One example of Greensboro's love for the arts can be demonstrated in supporting an unprecedented private level of funding for the Steven Tanger Center for the Performing Arts; a state of the art facility with approximately 3,000 seats to serve multiple functions, ranging from Broadway shows to the Bryan Series to symphony performances to comedians, pop and jazz concerts and family entertainment. The center is scheduled to open in 2019.

2. **Scope of Work**

2.1 **Purpose**

This Request for Proposals (RFP) is being conducted with the intent to select a firm to provide the City of Greensboro (City) with professional services to develop an inclusive, sustainable, and comprehensive master plan that capitalizes, enhances and supports arts in Greensboro.

2.2 **Deliverables within the Master Plan**

1. A comprehensive inventory and review of existing arts surveys, studies and economic data
2. Focus groups with representatives from the arts, tourism, business, education and other sectors of the community

3. Personal interviews with community leaders/stakeholders
4. An in-depth online survey that garners responses from a vast cross section of members of the community
5. Analysis of funding strategies for ongoing support of the arts
6. Recommendations for accessibility of the arts by all members of the community
7. Related marketing and communications recommendations to support the arts
8. A full understanding of the value and roles various organizations can play within a comprehensive strategy for supporting the arts
9. Deliverables include a presentation of the final master plan to Arts Task Force and may include a formal presentation to City Council.

3. Negotiation of Final Scope of Work

The City may negotiate the final scope of services with the selected finalist.

4. Updates to Scope of Work

Any changes to the scope of work and/or terms and conditions approved in this initial contract must be approved as a written amendment by the City of Greensboro.

5. Contract Payment Terms

Contract shall be paid within 30 days of receipt of a complete invoice and require reports and documentation.

B. SELECTION CRITERIA

Proposals will be evaluated and scored based on the following criteria by the Selection Committee:

| Art Master Plan | | |
|---|---|------------------|
| Category | Criteria | Max Score |
| 1. Project plan strategy and deliverables | Statement of the consultant's understanding of the scope of work and approach to the project and proposed outcomes | 30 |
| 2. Experience and Qualifications (40 points maximum) | Quality and relevance of consultant's experience and qualifications to deliver the requirements identified in Section 2 of the RFP. | 20 |
| | Quality of references provided by consultant of work performed on similar projects. | 20 |
| 3. Project Fee | Proposed total fee to delivery comprehensive arts master plan. | 20 |
| 4. M/WBE Program | Either 10 or 5 points will be awarded for (a) or (b) below | 10 |
| | a. 10 points awarded for MWBE prime Consultant | |
| | b. 5 points awarded for subcontracting with a MWBE firm | |
| Total Possible Score | | 100 |

C. Event Schedule and Anticipated Schedule of Award

| | |
|---|---------------------------|
| RFP Event Opens | 3/31/2017 12:00 PM EST |
| Question and Answer period opens | 3/31/2017 |
| Question and Answer period closes | 4/17/2017 5:00 PM EST |
| Q&A Answers and Final Addendum (if any) posted | 4/19/2017 |
| RFP submittal deadline (Firm Date and Time) | 5/12/2017 2:00 PM EST |
| Completion of Proposal Evaluation and Selection Process | 5/22/2017 |
| Notification of Contract Award | 5/23/2017 |
| Estimated contract execution | 5/26/2017 |
| Contract start | 6/01/2017 |

D. RFP SUBMITTAL REQUIREMENTS

1. Letter of Interest

Consultant shall include in proposal response a concise letter of interest that includes the following:

1.1 Consultant's Information

The legal name and address of the firm and the states in which Incorporated and chiefly located.

1.2 Date of Business Establishment

Contractor shall provide the date on which their business enterprise was originally established.

1.3 Principals Authorized to Conduct Negotiations

The name, address, telephone number, and e-mail address of the designated contact and principals authorized to conduct negotiations for the firm.

1.4 Consultant's Interest in Performing Services

A brief description of the Consultant's interest in performing and understanding of the required services.

1.5 Contractor Partnering or Teaming

Any Consultant partnering or teaming arrangements proposed shall be explained.

1.6 Previous Experience with Each Proposed Service

Description of previous experience with each of the proposed services shall be provided.

1.7 Validity of Proposal

Statement indicating the Proposal will remain valid for acceptance for a period of three months from its submission.

1.8 Addenda Acknowledgement

An acknowledgment of all addenda to this RFP.

1.9 Proposal Schedule

Consultant will be required to submit a proposed schedule for performing and delivering a master plan as proposed in their submittal response. A final schedule will be negotiated with the selected consultant following award.

2. Statement of Understanding of the Scope of Work and Approach to the Project

Consultants shall include in proposal response a concise statement of understanding the scope of work and approach to the project that includes the following:

2.1 Consultant's Experience and Qualifications

Include explanation of the Consultant's understanding of the project objectives, the tasks required to accomplish the project, and the Consultant's plan for accomplishing the work.

2.2 References

Consultant shall provide (3) references with current contact information who can discuss similar work or projects performed in the past three years.

3. Supporting Documentation for Submittal

Consultant must submit the following documentation in the GEPS Event:

3.1 Resumes of Principal Staff and Sub-Contracting Partners (if any)

Consultant shall submit resumes of principal staff who will manage the contracted services and for key staff of proposed sub-contractors (if any).

4. Project Fee

Consultant will be required to submit a firm price or fee inclusive of all services and costs associated with delivering a final master plan.

PART II: GREENSBORO ELECTRONIC PROCUREMENT SYSTEM GENERAL INFORMATION AND REQUIREMENTS

A. EVENT INFORMATION AND REQUIREMENTS

1. Summary of Request for Proposals (RFP)

The City of Greensboro Contracting Division hereby solicits Proposals from qualified Contractors through the on-line Greensboro Electronic Procurement System from qualified vendors to provide Services for the City of Greensboro as defined in this RFP. The intent of this request is to receive firm price for the services defined in **Part I, SPECIFICATIONS** from qualified and experienced Consultants. Work shall be performed in a manner consistent with the specifications, terms and conditions provided in this RFP.

2. Event Schedule Information

Specific information regarding schedule related requirements for this Greensboro Electronic Procurement System (GEPS) Event, is listed in this RFP in Part I, Section C.

3. Event Rules of Contact

- 3.1** All RFP related questions must be submitted through the GEPS Event Q&A (Question and Answer) Tab.

4. Standard of Award and Selection Process

4.1 Responsive Proposals Required

All responsive proposals will be evaluated against the selection criteria outlined in Part I, Section B of this RFP. The absence of required information may result in exclusion of the proposal from further analysis or evaluation.

4.2 Selection Committee

Responsive submittals will be thoroughly reviewed by the Arts Task Force. Selection will be based on the best value standard of award. Following review by the Arts Task Force, one or more Consultants may be asked to provide additional information. The Task Force may select one or more finalists.

4.3 Interviews

The Arts Task Force may request one or more Consultants to submit additional information and/or participate in telephone or in-person interviews.

4.4 Final Contract Negotiation

Negotiation of final contract scope, deliverables and associated costs found in this RFP may be conducted during interviews or in a follow-up meeting.

4.5 Contract Award Process

Upon completion of final review, the selected consultant will be notified of contract award.

5. Rights of the City

The City of Greensboro reserves the right to reject any or all Proposals, make the award in whole or part, or waive minor defects in order to award a contract which may be determined to be in the best interest of the City of Greensboro. Proposals received that do not substantially meet Proposal specifications and instructions or that contain material defects or variations will be rejected and considered non-responsive.

6. Service Contract Terms and Conditions

The terms and conditions of the attached City of Greensboro Professional Service Agreement are included in this RFP as a Sample Service Contract and are located under the Attachments Tab of the GEPS Event.

6.1 Acceptance of Terms and Conditions

Consultant's responding to this Event agree to the terms and conditions of the Sample Agreement unless exceptions have been made during Question and Answer process.

7. Legal Disclaimer

7.1 Legal Relationship

This Request for Proposals does not constitute an offer by the City of Greensboro to enter into a contract with any Contractor.

7.2 City not Responsible for Revenue Losses

The City of Greensboro will not be held responsible or liable for future or projected revenue losses.

B. EVENT TECHNICAL INFORMATION AND SUPPORT

1. GEPS Registration Assistance

1.1 Supplier Registration Guide

To register your company in GEPS, follow the step by step "Supplier Registration Guide" located under the Attachment Tab of this Event.

1.11 Diversity Code

The GEPS System has been updated to require listing a diversity code in the Contractor's supplier record. If your business enterprise is already registered in GEPS, you will be required to add your diversity code to your record.

1.12 Event Notification

Supplier registration in the GEPS system includes commodity codes. GEPS automatically generates notification of new event opportunities for all firms registered for a particular code.

2. GEPS General Technical Assistance

2.1 Registration and Proposal Submittal

For technical assistance using the Greensboro Electronic Purchasing System, including registration and submittal of response, please contact the Buyer(s) listed on the Event or, if you need immediate assistance, call 336.373-2192.

3. Responsibility of Consultant to monitor GEPS Event for Updates

Consultants, who have begun the submittal process in an Event, will receive subsequent notices of addendums to the Event. It is the consultant's responsibility to monitor the Event for updates, addendums, new attachments, etc. prior to their final submittal and closing of the Event.

4. GEPS Submittal

4.1 Submittal of all documentation in GEPS

Consultant is required to submit all requirements in the GEPS Event prior to the Event closing time deadline.

4.2 Late submittal not permitted

Late submittals will not be considered.

4.3 24 Hour Allowance for Technical Difficulties Recommended

Consultants are strongly encouraged to complete their submittal at least 24 hours in advance of the Event deadline to assure time to resolve any potential technical or other difficulties they may have.

4.4 Final Submittal Instructions

Consultants must be sure to click on the Submit button to submit their response. **Clicking on the Done button will not submit the response**

PART III. EVENT ATTACHMENTS

- Arts Master Plan RFP
- Sample Professional Services Contract
- MWBE Special Instructions
- Supplier Registration Guide

PART IV. M/WBE PROGRAM

A. M/WBE Program Purpose

The M/WBE Program was adopted by the Greensboro City Council to address disparities in the utilization of certain groups of Minority and Women Business Enterprises. The overall purpose of the program is to provide equal opportunity to M/WBE Contractors who are ready, willing and able to work with the City of Greensboro.

B. M/WBE Program Information

1. M/WBE Program Policy

It is the policy of the City not to enter into a contract or to be engaged in a business relationship with any business entity that has discriminated in the solicitation, selection, hiring or commercial treatment of vendors, suppliers, Subcontractors or commercial customers on the basis of race, color, religion, national origin, biological sex, age or on the basis of handicap or any otherwise unlawful use of characteristics regarding the vendor's, supplier's or commercial customer's employees or owners; provided that nothing in this policy shall be construed to prohibit or limit otherwise lawful efforts to remedy the effects of discrimination that have occurred or are occurring in the Relevant Marketplace, which includes Alamance, Davie, Davidson, Forsyth, Guilford, Randolph, Rockingham, Stokes, Surry, and Yadkin counties.

As a condition of entering into this service, the company represents and warrants that it will comply with the City's Commercial Nondiscrimination Policy, as described under Section V. A. 1. of the M/WBE Program Plan. As part of such compliance, the company shall not discriminate on the basis of race, color, religion, national origin, biological sex, age, or on the basis of handicap in the solicitation, selection, hiring or commercial treatment of Subcontractors, vendors, suppliers, or commercial customers, nor shall the company retaliate against any person for reporting instances of such discrimination. The company shall provide equal opportunity for Subcontractors, vendors and suppliers to participate in all of its public sector and private sector subcontracting and supply opportunities, provided that nothing contained in this clause shall prohibit or limit otherwise lawful efforts to remedy the effects of marketplace discrimination that have occurred or are occurring in the City's Relevant Marketplace. The company understands and agrees that a material violation of this clause shall be considered a material breach of this agreement and may result in termination of this agreement, disqualification of the company from participating in City contracts, or other sanctions. This clause is not enforceable by or for the benefit of, and creates no obligation to, any third party.

END of RFP

Request for Proposal Event 8574 – Arts Master Plan

Addendum No. 1

May 5, 2017

To: Prospective Bidders

This addendum containing the following additions, clarifications, and/or changes, is issued prior to receipt of proposals and does hereby become part of the original specifications and documents and supersedes the original specifications and documents in case of conflict.

Answers to all questions submitted during the Q&A period have been posted in the Greensboro electronic Procurement System (GePS) and are available for the public to review. Additionally, a consolidated list of questions and answers organized by subject, have been posted as an attachment to the event.

Revised Event Schedule (page 4 of RFP)

| | |
|------------------------------------|----------------------------------|
| Questions and Answers Posted | Friday, May 5, 2017 |
| RFP Submittal Deadline | Friday, June 23, 2017 |
| Completion of Proposal Evaluations | Friday, July 28, 2017 |
| Notification of Award | Friday, August 4, 2017 |
| Contract Execution | Friday, August, 11, 2017 |
| Contract Start | Friday, September 1, 2017 |

Revised Contract Payment Terms (page 3 of RFP)

The City of Greensboro will consider milestone payments based on specific and well defined deliverables. Firms should include a proposed payment schedule based on the deliverables defined in your proposal response. Deliverables and payment schedule may be adjusted during the negotiation period.

RFP Submittal Question

A fourth question acknowledging this addendum has been added to the event.

Files Attached:

1. This addendum
2. Consolidated list of questions and answers
3. 2012 Greensboro Performing Arts Center Report
4. 2012 Arts and Economic Report